



## City of Huntington Beach Planning and Building Department

# STUDY SESSION REPORT

**TO:** Planning Commission  
**FROM:** Scott Hess, AICP, Director of Planning and Building  
**BY:** Rosemary Medel, Associate Planner *RM*  
**DATE:** September 27, 2011

**SUBJECT:** ZONING TEXT AMENDMENT NO. 11-001 (AMENDING CHAPTER 233  
SIGNS-TEMPORARY POLITICAL SIGNS)

**APPLICANT:** City of Huntington Beach, 2000 Main Street, Huntington Beach, CA 92648

**LOCATION:** Citywide

---

### **PROJECT REQUEST AND SPECIAL CONSIDERATIONS**

Zoning Text Amendment (ZTA) No. 11-001 represents a request to amend Chapter 233 (Signs) of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO) pursuant to direction from the City Council. The sign code amendment does the following:

- Reduces time period for the posting of Political Signs from 75 days to a range of 54-66 days;
- Reduces time period for the removal of Political Signs; and
- Permits the removal of Political Signs by anyone after allowed display period without permission.

The purpose of this proposed amendment is to reduce visual blight.

### **CURRENT LAND USE, HISTORY OF SITE, ZONING AND GENERAL PLAN DESIGNATIONS**

LOCATION	GENERAL PLAN	ZONING	LAND USE
Citywide	All Land Use Categories	All Zoning Categories	All Land Uses

### **APPLICATION PROCESS AND TIMELINES**

DATE OF COMPLETE APPLICATION:  
Not applicable

MANDATORY PROCESSING DATE:  
Legislative Action – Not Applicable

The public hearing date for Planning Commission has been tentatively scheduled for October 25, 2011.

## **CEQA ANALYSIS/REVIEW**

The proposed zoning text amendment is categorically exempt pursuant to City Council Resolution No. 4501, Class 20, which supplements the California Environmental Quality Act.

## **COMMENTS FROM CITY DEPARTMENTS AND OTHER PUBLIC AGENCIES**

The draft ordinance has been prepared by the City Attorney's office. Planning staff including the Code Enforcement Division have reviewed and provided comments on the zoning text amendment to Chapter 233 Signs, Section 233.08. There are no comments from other departments.

## **PUBLIC MEETINGS, COMMENTS AND CONCERNS**

The decision to direct staff to process this zoning text amendment was discussed and made at the January 18, 2011 City Council meeting. At that meeting, staff was directed to look at the regulations of some other Orange County cities, including Fountain Valley (Attachment No. 2). There have been no public meetings on the proposed amendment itself.

## **PLANNING ISSUES**

The ZTA affects temporary political signs. The intent of the ordinance amendment is to reduce visual clutter created by the proliferation of these signs. The primary planning issue to be considered is consistency of the proposed amendment with the Urban Design Element of the General Plan in the reduction of visual blight.

## **ATTACHMENTS:**

1. Legislative Draft - Ordinance No. \_\_\_\_\_ HBZSO Chapter 233, Section 233.08 (Exempt Signs)
2. Survey: Political Sign Regulations of Other Cities

SH:MBB:RM:kd

**DRAFT**

KEY
INSERTIONS: <u>Double underline</u>
DELETIONS: <del>Strikethrough</del>

ORDINANCE NO. \_\_\_\_\_

LEGISLATIVE DRAFT  
(changes to subsection O. Election Signs or Political Signs only)

**233.08 Exempt Signs**

The following signs are exempt from the sign permit requirements of Section 233.04. These signs shall not be restricted by content and no fee, permit or application is required: (3334-6/97, 3826-4/09)

- A. Cornerstones (including names of buildings and dates of erection), and citations that are made an integral part of the structure. (3334-6/97, 3826-4/09)
- B. Signs not exceeding 0.5 square feet each posted by commercial establishments. (3334-6/97, 3826-4/09)
- C. Flags posted by any governmental agency. (3334-6/97, 3826-4/09)
- D. Signs posted by neighborhood safety organizations. (3334-6/97, 3826-4/09)
- E. Notices posted by a utility or other quasi-public agent in the performance of a public duty. (3334-6/97, 3826-4/09)
- F. Signs or notices posted by any court, public body or officer. (3334-6/97, 3826-4/09)
- G. Signs posted by property owners on private property, as required by law (including no trespass and legal notices). (3334-6/97, 3826-4/09)
- H. One sign, not over six (6) square feet in area, may be posted at each door, loading dock, or other entrance facing a public street. (3334-6/97, 3826-4/09)
- I. One double-faced sign per each commercial parking entrance, not exceeding two (2) square feet in area and four (4) feet in height. (3334-6/97, 3826-4/09)
- J. Signs erected by a public agency. (3334-6/97, 3826-4/09)
- K. Signs manufactured as a standard, integral part of a mass-produced product accessory or display structure including telephone booths, vending machines, automated teller machines, and gasoline pumps. (3334-6/97, 3826-4/09)
- L. Signs within a building not visible from a public street and window signs not exceeding 20 percent of the visible area of a window (50% during December). No window sign shall be displayed above the second story. (3334-6/97, 3360-12/97, 3826-4/09)
- M. Signs required by the Americans with Disabilities Act (ADA). (3360-12/97, 3826-4/09)

KEY  
 INSERTIONS: Double underline  
 DELETIONS ~~Strikethrough~~

- N. Two (2) signs (including, but not limited to, street numerals and “no solicitation” notices), not exceeding two (2) square feet each, placed on any part of a building facing a public street. (3334-6/97, 3826-4/09)
- O. Temporary signs. Temporary signs are permitted where the property owner has granted permission for its display. Temporary signs are permitted in public rights-of-way, but not permitted in street medians or dividers. This signage shall not be restricted by content, but is usually and customarily used to advertise real estate sales, political or ideological positions, garage sales, and home construction or remodeling, etc. In addition, signage shall be permitted as follows: (3334-6/97, 3826-4/09, 3881-8/10)

SITE CRITERIA	TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM SIGN HEIGHT	(3826-4/09) OTHER STANDARDS
<u>Election Signs or Political Signs</u>	F/S or Wall	N/A  (3881-8/10)	N/A	N/A	1. Cannot create traffic or safety hazards.  2. <del>May be erected no more than seventy-five (75) days prior to an election and must be removed within fifteen (15) days after an election</del> <u>For November elections occurring in even number years, political signs may first be posted the first Tuesday after Labor Day (first Monday of September) and must be taken down by midnight on Sunday immediately following the Election Day. Signs not removed by that time may be removed by anyone beginning the Friday after Election Day. For all other elections, political signs may be posted no sooner than 60 days before an election and must be taken down no later than 10 days after the Election Day.</u>  (3826-4/09)
<u>Real Estate</u>  Residential	F/S or Wall	One per site	8 sq. ft.	6 ft.	1. Cannot create traffic or safety hazards.  2. May be erected no earlier than the date the property is placed on the market for sale, lease or rental, and is removed immediately after the sale, lease, or rental of the property which is defined as the close of escrow or execution of lease or rental agreement.  3. No sign may be attached to the perimeter walls of residential communities.  (3826-4/09)

KEY  
 INSERTIONS: Double underline  
 DELETIONS ~~Strikethrough~~

<u>Real Estate</u> <u>Commercial</u> <u>Office Dist.</u>	F/S or Wall	1 per site	20 sq. ft.	10 ft.  12 ft.	1. Cannot create traffic or safety hazards.  2. May be erected no earlier than the date the property is placed on the market for sale, lease rental, and is removed immediately after the sale, lease, or rental of the property which is defined the close of escrow or execution of lease or rental agreement.  (3826-4/09)
<u>Real Estate</u> <u>Commercial</u> <u>Industrial</u>	F/S or Wall	1 per site	30 sq. ft.	12 ft.	1. Cannot create traffic or safety hazards.  2. May be erected no earlier than the date the property is placed on the market for sale, lease rental, and is removed immediately after the sale, lease, or rental of the property which is defined the close of escrow or execution of lease or rental agreement.  (3826-4/09)
<u>Real Estate</u> <u>All other</u> <u>Districts</u>	F/S or Wall	1 per site	20 sq. ft.	10 ft.	1. Cannot create traffic or safety hazards.  2. May be erected no earlier than the date the property is placed on the market for sale, lease rental, and is removed immediately after the sale, lease, or rental of the property which is defined the close of escrow or execution of lease or rental agreement.  3. Signs shall not be attached to the perimeter walls of residential communities.  (3826-4/09)
<u>Construction</u> <u>Signs</u>	F/S or Wall	1 per site	32 sq. ft.	None	1. Is erected no earlier than the date a building permit is issued for the property, and is removed prior to issuance of a certificate of occupancy or final inspection, whichever comes first.  (3826-4/09)
<u>Open House</u> <u>Signs</u>	F/S or Wall	1 per site	6 sq. ft.	4 ft.	1. Sign must be displayed adjacent to the entrance of a property or in the case of a residential subdivision at the immediate points of access to the property from an arterial, and is removed by sunset on any day it is erected.  2. Placement shall not be in street medians, dividers, on street signs, traffic control devices and shall not obstruct the public right-of-way.  (3826-4/09)
<u>Open House</u> <u>Sign</u>	Flags	3 per site	2.5 sq. ft.	6 ft.	1. Must be displayed at the immediate points of access to a property or, in the case of a residential subdivision, from the immediate point of access

KEY	
INSERTIONS:	<u>Double underline</u>
DELETIONS	<del>Strikethrough</del>

					from an arterial. (3826-4/09)
<u>Pennants</u>			30 sq. ft.		1. Must be placed on light standards located on private property. 2. Must have an eight (8) foot clearance from the ground. 3. Must be removed within five (5) business days of the completion of the City-sponsored event or theme. (3826-4/09)

## Survey: Conducted August 2011

### ZTA No. 11-001 (Temporary Signs)

#### Political Signs Survey Table

<i>Orange County Cities</i>	<b>City Council Recommendation</b>	Fountain Valley	Irvine	Tustin
	<b>Huntington Beach</b>			
1. <i>Duration of Sign Posting</i>	Existing: 75 days prior to election  <b>Proposed: 54-60 days</b>	No Restriction	*90 days prior to election	45 days prior to election
2. <i>Max Number of Signs Permitted</i>	N/A No Restriction  <b>No Change</b>	N/A No Restriction	N/A No Restriction	No Restriction on private property, limited to 3 in Public Parkway
3. <i>Max Number of Days to Remove</i>	Existing: 15 Days  <b>Proposed: 5 Days</b>	10 Days.  Signs not removed shall be removed by City at expense of candidate or issue advocate on sign	10 Days  Signs not removed shall be removed by City at expense of candidate or issue advocate on sign	5 calendar days.  Signs posted more than 6 calendar days after election shall be deemed abandoned.
4. <i>Size - Square Footage Limitation</i>	N/A No Restriction  <b>No Change</b>	9 sf at 6 feet tall max (2ft from PL)	3 sf if located within 150 of an intersection. 12 sf if not located within 150 feet of an intersection.	<u>Private Property</u> : 32 sf max at 10 feet tall max. <u>Public R-O-W</u> : 6 ft x 4 ft in height

\*Sign Use: Only allowed for political campaigns for which Irvine voters are eligible. (Source: Irvine Muni-Code-Sign Type #107 Temporary Political Signs)

**Bold: Proposed Amendments**